

## **Abstract**

Rural areas are fields that high demands exist for their land use. Rural is a fragile and vulnerable resource against human and environmental changes, Due to the land limitation and worth living in the rural area, using the land and its use in non-normative and indiscriminate constructions, that eventually for the servicing places construction in the rural area confront with the land limitation. In the Rural areas of the Tonkabon county many of lands that rural livelihoods depend to lands, With increase in demand for construction, gardens and fertile fields has become to the residential use and related usage. But main motive for this process is a set of incentives to form of demand has become from natives and non-natives village. Geographical attractions in terms of natural and human in the villages, due to increasing demand for land and changes in land use and finally changes are happened in the rural landscapes. In this research, Analysis of the impact of social demand was used on land use in the villages of Tonekabon county using descriptive - analytical method. Needed information and data collection is done through the library studies, documentary sources, and the questionnaire. Data analysis performed by spss software and output data using Geographic Information System (GIS) on the map is presented. The results showed that, according to the average responses obtained, the impact of natural and human elements of social demand and land use have been equally. Land use changes caused by non-native demand in the villages of Tonekabon county, more than native people demand is effective. Considering the calculate significance level (0.05) can be argued, a significant difference between the responder in this area.

**Keywords:** social demand, land use, Rural, Tonekabon county



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# **Analysis of Social Demand Impact on Land use of Rurales Tonkabon Township**

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